WHAT IS CLAIMED IS:

1. A kit for treating hot flashes associated with menopause in a woman comprising:

at least one cooling device; and

instructions for using the at least one cooling device to treat one or more symptoms of a hot flash, the instructions including directions to place the at least one cooling device at a location on the back or at a hot flash origin site of the woman who is experiencing a hot flash or who is prone to experiencing a hot flash.

- 2. The kit of claim 1, comprising a plurality of cooling devices.
- 3. The kit of claim 1, wherein the at least one cooling device comprises an adhesive patch.
- 4. The kit of claim 1, wherein the at least one cooling device comprises a liquid-containing gel.
- 5. The kit of claim 4 wherein the at least one cooling device further comprises a gas-permeable substrate coupled to the gel.
- 6. The kit of claim 4, wherein the gas-permeable substrate comprises a plurality of fibers.
- 7. The kit of claim 4, wherein the water containing gel comprises a water swellable polymeric component.
- 8. The kit of claim 4, wherein the adhesive patch further comprises one or more strips located at least partially around the water containing gel, the one or more strips being substantially free of the water-containing gel.

9. The kit of claim 8, wherein the one or more strips include one or more adhesive portions effective in adhering the patch to the skin of the woman.

- 10. The kit of claim 1, wherein the at least one cooling device is free of a pharmaceutical agent.
- 11. The kit of claim 1, wherein the at least one cooling device includes an effective amount of at least one therapeutic agent.
- 12. The kit of claim 1, wherein the instructions include directions to apply the at least one cooling device to a region of the woman's body where an effect of the hot flash is first felt.
- 13. The kit of claim 1, wherein the instructions include directions to apply the at least one cooling device within the first five minutes of feeling a hot flash.
- 14. The kit of claim 1, wherein the instructions include directions to apply the at least one cooling device to a location between the shoulder blades of the woman.
- 15. The kit of claim 1, wherein the instructions include directions to apply the at least one cooling device to a region located between the C3 vertebrae and the T6 vertebrae.
- 16. The kit of claim 1, further comprising a sealed package, the at least one cooling device provided in the sealed package.
- 17. A system for treating hot flashes associated with menopause in a woman comprising:

at least one cooling device having a non-rectangular contact surface and being effective, when the contact surface is placed in contact with a woman experiencing a hot flash or prone to experiencing a hot flash at a hot flash origin site of the woman, to treat at least one symptom of the hot flash.

- 18. The system of claim 17 which includes a plurality of the cooling devices.
- 19. The system of claim 18 which includes a sealed package and the plurality of cooling devices are located in the sealed package.
- 20. The system of claim 17 wherein the non-rectangular contact surface has shape selected from the group consisting of T-shape, oval, circular, polygonal, and irregular shapes.
- 21. The system of claim 17 wherein the plurality of cooling devices have contact surfaces with different shapes.
- 22. The system of claim 19 wherein the plurality of cooling devices have contact surfaces with different shapes.
- 23. The system of claim 17, wherein the at least one cooling device comprises an adhesive patch.
- 24. The system of claim 17, wherein the at least one cooling device comprises a liquid-containing gel.
- 25. The system of claim 24 wherein the at least one cooling device further comprises a gas-permeable substrate coupled to the gel.
- 26. The system of claim 25, wherein the gas-permeable substrate comprises a plurality of fibers.

27. The system of claim 24, wherein the liquid-containing gel comprises a water swellable polymeric component.

- 28. The system of claim 24, wherein the at least one cooling device further comprises one or more strips located at least partially around the liquid-containing gel, the one or more strips being substantially free of the liquid-containing gel.
- 29. The system of claim 28, wherein the one or more strips include one or more adhesive portions effective in adhering the patch to the skin of the woman.
- 30. The system of claim 17, wherein the at least one cooling device is free of a pharmaceutical agent.
- 31. The system of claim 17, wherein the at least one cooling device includes an effective amount of at least one therapeutic agent.
- 32. The system of claim 17, wherein the hot flash origin site is other than a wrist of the woman, and the at least one cooling device, when so placed, is effective to provide enhanced treatment of at least one symptom of the hot flash relative to a substantially identical cooling device having a rectangular contact surface placed on a wrist of the woman.
- 33. A method of treating hot flashes associated with menopause in a woman, comprising:

providing at least one cooling device; and instructing a woman to place the at least one cooling device at a location on the back or at a hot flash

origin site of the woman who is experiencing a hot flash or is prone to experiencing hot flashes.

- 34. The method of claim 33, comprising providing a plurality of cooling devices.
- 35. The method of claim 33, wherein the at least one cooling device comprises an adhesive patch.
- 36. The method of claim 35, wherein the at least one cooling device comprises a water-containing gel coupled to a gas-permeable substrate.
- 37. The method of claim 36, wherein the gas-permeable substrate comprises a plurality of fibers.
- 38. The method of claim 36, wherein the water-containing gel comprises a polyacrylic acid component.
- 39. The method of claim 36, wherein the at least one cooling device comprises one or more strips located at least partially around the water-containing gel, the strips being substantially free of the water-containing gel.
- 40. The method of claim 39, wherein the one or more strips include one or more adhesive portions effective in adhering the patch to the skin of the woman.
- 41. The method of claim 33, wherein the at least one cooling device is free of a pharmaceutical agent.
- 42. The method of claim 33, wherein the at least one cooling device includes an effective amount of at least one therapeutic agent.

43. The method of claim 33, comprising instructing the woman to apply the at least one cooling device within the first five minutes of feeling a hot flash.

- 44. The method of claim 33, comprising instructing the woman to apply the at least one cooling device at a location between the shoulder blades of the woman.
- 45. The method of claim 33, comprising instructing the woman to apply the at least one cooling device to a region located between the C3 vertebrae and the T6 vertebrae.
- 46. The method of claim 33, further comprising instructing the woman to remove the at least one cooling device after the hot flash has subsided.
- 47. A kit for treating hot flashes associated with menopause in a woman comprising:

at least one cooling device; and

instructions for using the at least one cooling device to treat one or more symptoms of a hot flash, the instructions including directions to place the at least one cooling device at a hot flash origin site of the woman who is experiencing a hot flash or who is prone to experiencing a hot flash.

- 48. The kit of claim 47, wherein the hot flash origin site is a location selected from the group consisting of the stomach, the neck, an elbow region of an arm, or the back.
- 49. The kit of claim 48, wherein the elbow region location is located on the inner arm of the woman.
- 50. The kit of claim 47, wherein the instructions include directions to place the at least one cooling device

at the hot flash origin site within about 5 minutes of experiencing a hot flash.

51. A method of treating hot flashes associated with menopause in a woman, comprising:

providing at least one cooling device; and providing instructions to a woman to place the at least one cooling device at a hot flash origin site of the woman who is experiencing a hot flash or is prone to experiencing hot flashes.

- 52. The method of claim 51, wherein the hot flash origin site is a location selected from the group consisting of the stomach, the neck, an elbow region of an arm, or the back.
- 53. The method of claim 52, wherein the elbow region location is located on the inner arm of the woman.
- 54. The method of claim 51, comprising instructing the woman to place the at least one cooling device at the hot flash origin site within about 5 minutes of experiencing a hot flash.